

For YOU, Mr. Retailer

There are hundreds of stores in Honolulu, but how many of them are making more than a meagre living for the proprietors?

How many men are satisfied with the business they are doing?

If you answer these questions HONESTLY, Mr. Retailer, you will be forced to admit that business has suffered, to a certain extent.

You can delude yourself by blaming it on the war; tactics of your competitors or even on hard times, but are YOU blameless YOURSELF? Are you making an effort to get business, or do you content yourself with Grouching over the lack of it?

Granting that general conditions are not of the best, are you preparing for a struggle against odds, or are you going to lie down and let the steam roller run over you?

The people must eat and they must buy clothes. If you want their business you must hustle for it. The man who advertises in the Star-Bulletin has more than five thousand boosters every week-day. If you have bargains to offer, let the people know about it, don't lock up your store and hide behind the counter. That's what you are doing when you refuse to advertise.

It is OUR business to promote YOUR business.

THINK it over, then arrange to TALK it over.

Honolulu Star-Bulletin

The "Ad Man-----"

BROTHERS MEET AFTER 20 YEARS AT THE CARNIVAL

At least one distinct triumph is the result of the 1915 Mid-Pacific Carnival. When, a few weeks ago, William L. McFadden, a follower of carnivals, decided to come to Honolulu as a concessionaire in the local festival, little did he realize that his visit to the islands would result in meeting a long-lost brother, whom he hadn't seen for 20 years.

McFadden adopted the "hoop-la" concession on King street and was busy shouting his "spiel" last Thursday night. His brother, J. G. McFadden, was wandering about the showgrounds when something in the "spiel" sounded familiar. He walked over to the concession stand and asked the "spieler's" name.

J. G. has a mustache and under the left corner of the mustache is a scar he got when a horse bit him 25 years ago. The minute he asked his brother's name, William reached out with his hand and jerked up the corner of his brother's mustache. Then followed a fond greeting.

Meanwhile a large crowd of curious spectators gathered about and someone, thinking there was a fight, called the police. As soon as the affair was explained, William closed up shop and was escorted to J. G. McFadden's home at Pearl Harbor, where the latter has been employed for several months on government work.

NAME JUDGES TO AWARD PRIZES IN PHOTO CONTEST

The committee of judges, who will award the prize of \$25 offered by W. H. Willson, who directed the fireworks displays at the Carnival, for the best picture taken of any of the displays, will consist of D. Howard Hitchcock, chairman; A. R. Curry, Jr., and A. H. Jones. The photographs are to be turned in at Thrum's bookstore before noon Friday.

The photographs will be exhibited after the prize-winner has been announced. If Mr. Willson desires any of them he will buy them.

No marks of any kind are to be put on the pictures, Mr. Willson announced. A card bearing name and address of the exhibitor is to be placed in the envelope with each photograph.

Mr. Willson today also denied that the dynamite which a small boy exploded Saturday morning had been left from the Punchbowl eruption of the night previous. He said it must have been stolen as a squad of men had gone over the ground to make sure no dynamite was left.

A FLEET OF OIL TANKERS?

Can you imagine 60 large oil tank steamers coming into Honolulu harbor, each tanker loaded with 40,000 barrels of oil? This amount represents the yearly contract just closed with the Associated and Standard Oil Companies of California—two and one-half million barrels.

Four years ago, after making a careful and extensive investigation of the Lakeview No. 2 Oil Company's prospects to deliver the goods, I decided to sell their stock in Hawaii. It was at that time simply a hole in the ground, but with every prospect of success. My friends and others bought stock in the company solely through confidence in my statement. The company, later on, brought in the largest oil well ever discovered in the United States. They have on hand over 3,000,000 barrels of oil in surface reservoirs and an unlimited supply under ground.

My satisfaction, after many months of anxiety, is that the stockholders' confidence was not misplaced.

The company has two large oil wells capped and closed down with a production of about TEN MILLION BARRELS, EQUIVALENT TO ABOUT FOUR MILLION DOLLARS YEARLY available for export as soon as business condition in Europe justify oil shipments. The company is incorporated for one million dollars—have sold 700,000 shares, leaving 300,000 shares as treasury stock. THE COMPANY HAS NO STOCK FOR SALE.

Four hundred shares former selling price \$100, are now worth TWELVE HUNDRED DOLLARS, this big profit only being possible in the oil business, and explains John D. Rockefeller's great accumulation of wealth. OUR FIRST DIVIDEND IS PAYABLE MARCH 15. I look for this stock to go to \$10 per share within twelve months.

Men or women, if you wish to better your condition in life and be somebody, now is your opportunity. I predict that if you buy some of this stock, it will help you to buy your own automobile and live on easy street.

Having only a limited amount of stock I will not guarantee delivery of any order to exceed 107 shares. PRICE \$300 PER SHARE. Drop me a letter at once or come and see me.

J. OSWALD LUTTED.
Royal Hawaiian Hotel, Phone 4921.
Broker in Lakeview No. 2 Oil Stock.
Phone appointments made.—Adv.

THINK OF CRISCO

For Frying—For Shortening
For Cake Making

All Through This Month

First of all, pie properly made with Crisco looks tempting. The crust has a rich, flaky appearance that puts a new edge on the appetite no matter what dainties have gone before.

Then, it is so tender that it breaks at a touch of the fork. Even the under crust which becomes tough so easily, cuts as readily as the upper crust.

Finally, it tastes rich, yet delicate; fresh, palatable, delicious in every sense.

Here is the recipe for plain pastry that we have found best:

1½ cupfuls flour
½ cupful Crisco
½ teaspoonful salt
Cold water

(Level measurements)

Sift flour and salt twice and cut through dry ingredients. Form lightly and quickly with hand into dough. roll out on slightly floured board, about one-quarter inch thick. Use gradually sufficient water to make stiff paste. Water should be added sparingly and mixed with knife.

Form lightly and quickly with hand into dough. roll out on slightly floured board, about one-quarter inch thick. Use light motion in handling rolling-pin, and roll from center outward. Stuff tips for one pie.

After testing Crisco in pastry you will want to see what Crisco can do in other dishes. Try it for frying and you will notice how delicious are your potatoes, doughnuts and fritters. Try it for cake and you will have as satisfactory results as if you used the best butter.

New Cook Book and "Calendar of Dinners"

Marion Harris Neil has prepared the recipes for this attractive new book. The paper covered edition containing 250 recipes only is free. The cloth, containing 615 recipes and the "Calendar of Dinners" will be sent for five 2-cent stamps. The "Calendar" gives a reasonable and attractive menu for each day in the year. For either book, address Department G. H. Hackfeld & Co., Ltd., Honolulu.

SOUVENIR DISHES

With Hand-painted Hawaiian Scenes and Coat of Arms—a most appropriate souvenir for the tourist to take home. PRICES VERY REASONABLE.

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